

## Message Text

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R 051528Z MAY 76

FM SECSTATE WASHDC

TO AMEMBASSY QUITO

INFO AMCONSUL GUAYAQUIL

UNCLAS STATE 109476

E.O. 11652: N/A

TAGS: BEXP, EC

SUBJECT: GUAYAQUIL INTERNATIONAL FAIR - SEPT. 1977

REF: QUITO 2196; GUAYAQUIL A-5

1. USDOC HAS REVIEWED FINAL REPORT SUBMITTED AS GUAYAQUIL A-5 ON 1975 GUAYAQUIL INTERNATIONAL FAIR. ADDRESSEE POSTS ARE TO BE COMMENDED ON SUCCESS OF LOCAL PROCUREMENT AND POTENTIAL SALES IN FACE OF DIFFICULT OPERATING, ADMINISTRATIVE AND BUDGET PROBLEMS. USDOC HAS ALSO REVIEWED POSTS REQUEST FOR USDOC SPONSORED EVENT IN 1977 BOTH IN REF MESSAGES AND IN FY '77 CCP SUBMISSION.

2. UNFORTUNATELY, THE GUAYAQUIL FAIR IS NOT AMONG THOSE USDOC SPONSORED EXHIBITIONS SELECTED FOR FY '77. EMERGENT MARKETS DIVISION OF OIM IS ABLE TO FULLY SUPPORT ONLY FOUR EXHIBITIONS IN THIS TIME FRAME WITH CURRENT BUDGET ALLOCATIONS. THREE OF THESE EXHIBITIONS HAVE BEEN RESERVED FOR A SPECIAL SATURATION MARKETING CAMPAIGN SCHEDULED FOR VENEZUELA. WE BELIEVE THAT VENEZUELA AS THIRD LARGEST MAR- UNCLASSIFIED

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KET IN LATIN AMERICA AND EIGHTH LARGEST MARKET WORLD-WIDE

MERITS THE SPECIAL TWO YEAR PROMOTION PROGRAM DEVELOPED TO TAKE ADVANTAGE OF SHORT TERM TRADE OPPORTUNITIES. WE WILL CONTINUE TO SUPPORT ECUADOREAN MARKET WITH OTHER PROMOTION VEHICLES TO THE EXTENT POSSIBLE WITH GIVEN PROMOTION VEHICLES TO THE EXTENT POSSIBLE WITH GIVEN RESOURCES.

3. SHOULD THE POSTS DECIDE THAT A LOCALLY PROCURED U.S. PAVILION IS NECESSARY TO SUPPORT THE USG COMMERCIAL EFFORTS IN ECUADOR. USDOC IS PREPARED TO SUPPORT THE EFFORT AS A TYPE II EXHIBITION. UNDER A TYPE II, COMMERCE WOULD ASSIGN AN EXHIBITION MANAGER. FROM AN IMPLEMENTATION AND OPERATIONAL STANDPOINT, THE PRINCIPAL USDOC INPUT IN A TYPE II TRADE FAIR IS OVERSEAS, IN THE AREA OF DESIGN, CONSTRUCTION, HOUSEKEEPING AND MANAGERIAL SUPERVISION, WITH LIMITED MARKET PROMOTION SUPPORT. PARTICIPATION IS OPEN ONLY TO FIRMS ALREADY ESTABLISHED IN THE MARKET; THE BULK OF THE INDUSTRY SOLICITATION EFFORT IS CARRIED OUT OVERSEAS BY THE U.S. EXHIBITION MANAGER ASSIGNED TO THE PROJECT AND BY THE FOREIGN SERVICE POST PRIOR TO THE MANAGERS ARRIVAL.

4. DESIGNATION OF THE GUAYAQUIL FAIR AS A TYPE II FAIR WILL REQUIRE ADHERENCE TO MINIMUM FULL COST RECOVERY CHARGES FOR EXHIBITORS, I.E. 2,000 DOLLARS FOR NEW-TO-MARKET AND 3,000 DOLLARS FOR OLD-TO-MARKET. THE POST SHOULD TAKE THIS INTO CONSIDERATION WHEN MAKING THEIR DECISION. IF THE POST WISHES TO GO AHEAD WITH A TYPE II FAIR, PLEASE PROVIDE A DRAFT BUDGET AND PRELIMINARY OPERATIONAL PLAN. SISCO

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